

Partnership Brand Management and Pieology Pizzeria



Goal

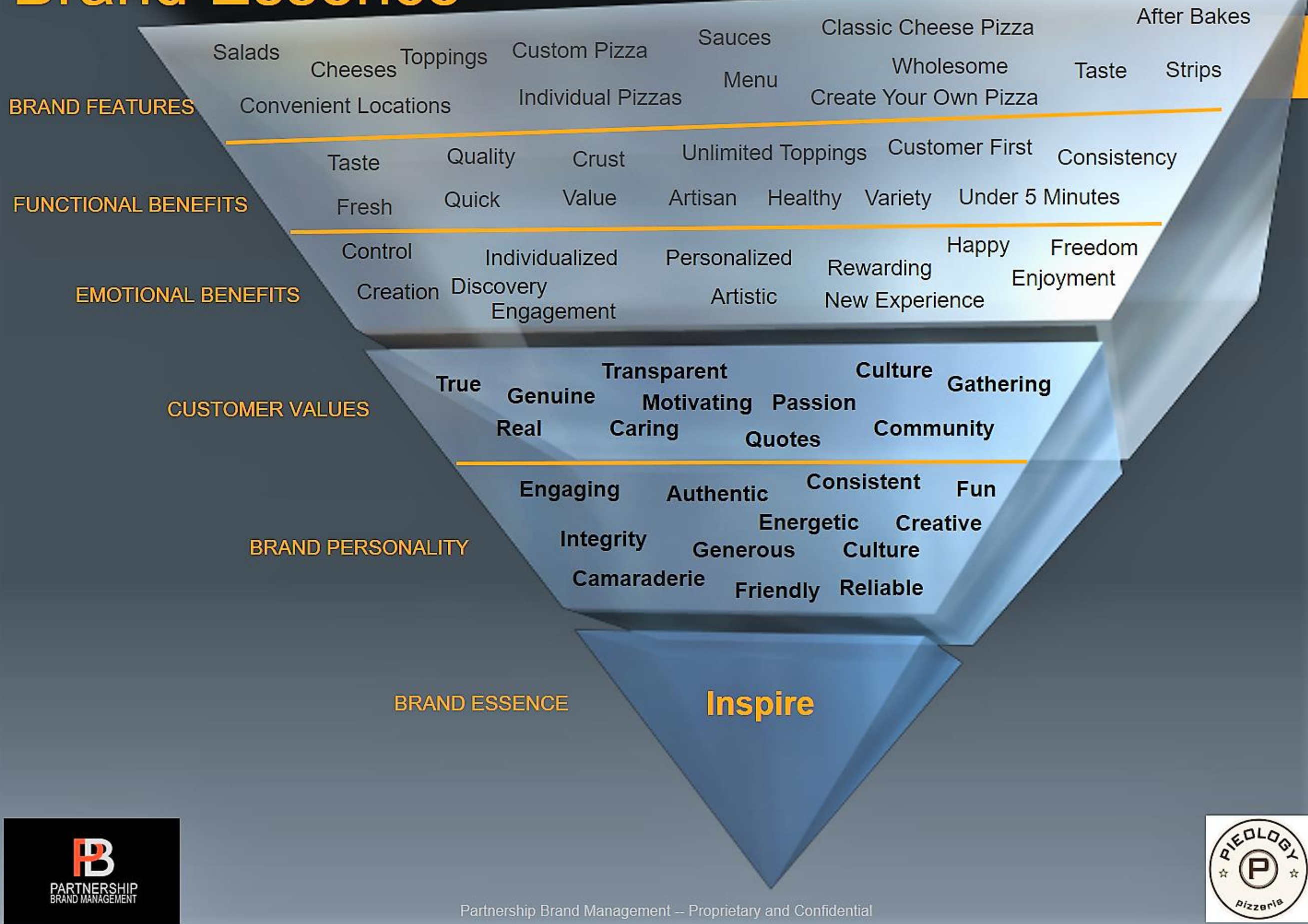
Establish position in marketplace
for Pieology Pizzeria

- Focus is to become the Chipotle for fast casual pizza
- Create Distance from competitors
- Hone and develop sustainable competitive advantage
- Showcase value and differences
- Identify a need for Pieology within a congested market for fast casual dining



PARTNERSHIP
BRAND MANAGEMENT

Brand Essence



Pieology Brand Clear and Concise

“Unearthing” the brand via identification of:

- Brand Features
- Functional Benefits
- Emotional Benefits
- Customer Values
- Brand Personality
- Brand Essence



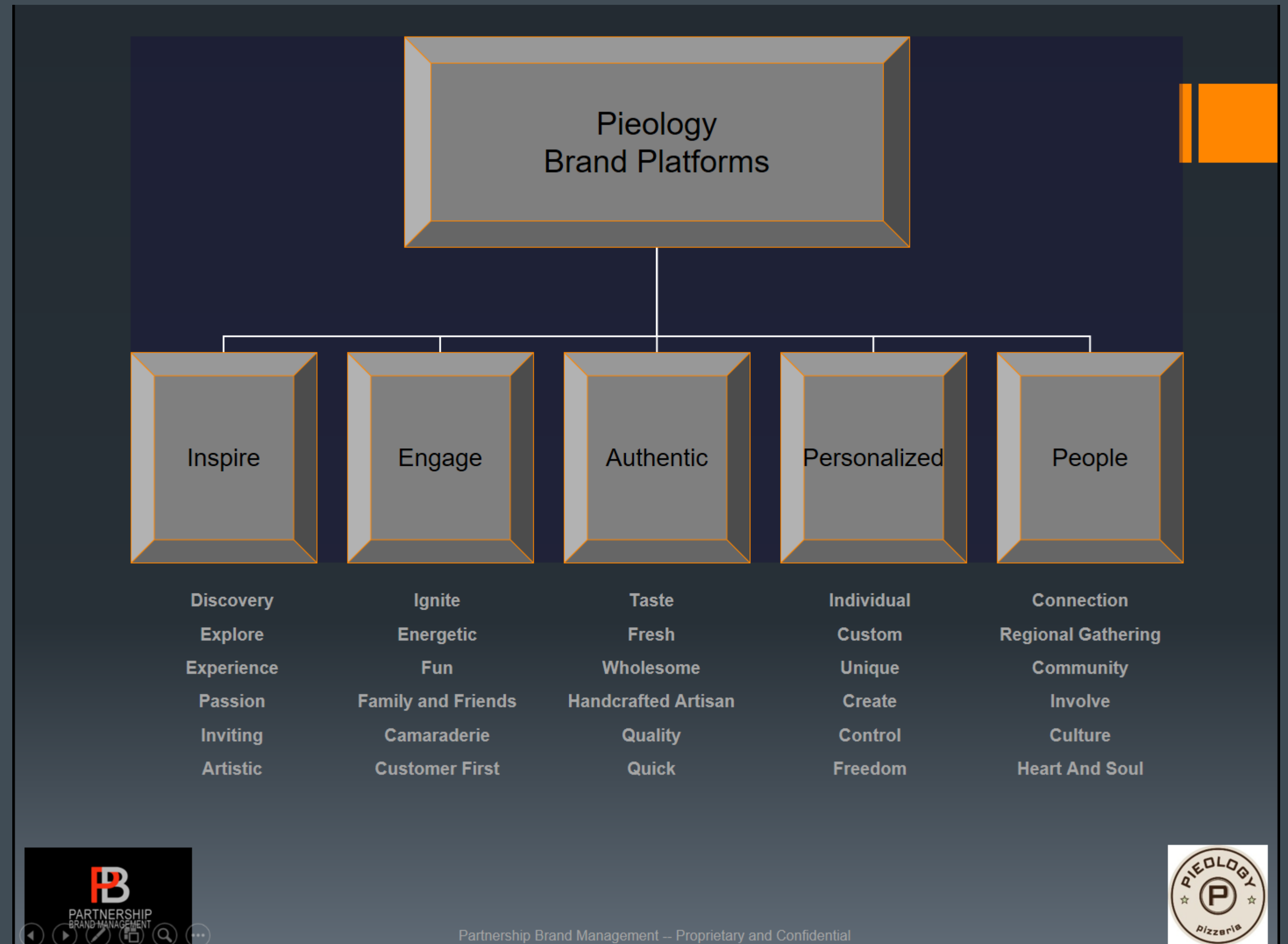
≡ Pieology Brand Platforms

Opportunity

Brand code to unlock pillars to extend brand

Ensures consistency

Ownable, sustainable, leverageable, extendable



Partnership Brand Management

Brand Positioning Statement for Pieology Pizzeria



For pizza lovers of all ages that crave a uniquely personal pizza, Pieology, with its engaging and positive customer-first approach, is the authentic fresh made-to-order, fast-fired pizza restaurant that delivers a fun and inviting experience that inspires guests to create, discover and explore their own unlimited recipe combinations at an affordable price.

